

HEADLINE

**clarity for eye care professionals considering private equity**

SUBHEAD

Helping ophthalmologists and optometrists navigate private equity opportunities that are aligned with their vision and brand.

HEADER CTA LINKS

[Download our free guide: 5 Reasons Your Eye Care Practice Isn't Ready for Private Equity](#)

[Complete our intake form >](#)

THE ONE-LINER

Most ophthalmologists and optometrists interested in private equity are confused about their options, where to begin, or how private equity deals even work. We educate our clients on their options *first*, so they can decide what is best for them and their future. If it is determined that private equity is a good fit, you can be sure Pegasus will respect your business, align you with the right capital partner, and get you the best deal possible.

THE STAKES: PROBLEM + PAIN POINTS

**Are you struggling with:**

- Understanding all the components involved in a capital partnership or knowing where to start?
- Going through a complex acquisition deal alone, worried about getting the best deal and concerned about the future of your practice?
- Maintaining a working relationship with other advisors or investment bankers who don't understand the business of ophthalmology or optometry?

VALUE PROPOSITION

**Pegasus Equity Advisors will guide you through the entire process so you can make an informed decision.**

<p>&lt;icon&gt;</p> <p><b>Clarity for Private Equity</b>  <i>You deserve to be educated about your private equity options. Through our initial discussions we will determine whether this is a</i></p>	<p>&lt;icon&gt;</p> <p><b>Eye-Care Focused</b>  <i>We are the only private equity advisory firm that is centric to the specialty of ophthalmology and optometry. While most firms</i></p>	<p>&lt;icon&gt;</p> <p><b>Alignment</b>  <i>We align our clients with private equity partners who have a proven track record of competencies within the fields of</i></p>
--	---	---

<i>good time for your practice to be acquired or not. If it is, we will guide and advocate for you throughout the process.</i>	<i>service a wide variety of medical specialties, our focus is solely on eye care. We're confident you'll see the difference.</i>	<i>ophthalmology and optometry. The outcome is a respectful and positive business partnership, instead of one that's disruptive and intrusive.</i>
--	---	--

**[Complete our intake form >](#)**

**THE GUIDE**

Pegasus Equity Advisors has over 30 years of combined experience in the eye care and investment banking industries, setting us apart from other generalized advisors.

**SOCIAL PROOF**

**See what our clients are saying ...**

*<testimonials>*

“In my experience, it is rare to find such a well-rounded team of integrated professionals. I felt like my interests were protected at every point from introduction to negotiations to closing. Highly recommended.”

-Charles Bogie, III, MD, PhD

“I highly recommend Pegasus Equity Advisors to be any ophthalmology group’s agent if considering a Private Equity sale. They took us through a very complex deal and got us a fantastic deal in the end. Their expertise allowed me to sleep well throughout the process. I always felt in control and confident in our position. I can say that only because Pegasus was on my side. The future looks very bright. Even brighter after our sale to a Private Equity group. How many ophthalmologists feel that way after the sale? That is why I highly recommend Pegasus Equity Advisors”

-Jeffrey Shaver, MD

“Pegasus has a great understanding of the eye care industry and takes the time to understand the doctor's desires for practicing Ophthalmology in coming years. Pegasus was great at matching those desires with PE groups that can help fulfill those dreams. The team at Pegasus was always professional, knowledgeable, and displayed a willingness to collaborate with the right legal and financial support to make a successful partnership.”

-Darrell J Pickard, MD

## THE PLAN

### Harness the Power of Private Equity with Pegasus

<p style="text-align: center;"><i>&lt;icon&gt;</i></p> <p><b>1. COMPLETE OUR INTAKE FORM</b></p> <p>Fill out our online form so we can get to know you and your practice.</p>	<p style="text-align: center;"><i>&lt;icon&gt;</i></p> <p><b>2. WE'LL SCHEDULE A CALL TO DISCUSS YOUR GOALS</b></p> <p>If we're a good fit, we'll reach out to you to schedule an initial, 30-minute call to discuss your practice and your goals.</p>	<p style="text-align: center;"><i>&lt;icon&gt;</i></p> <p><b>3. YOU GET A GENEROUS DEAL ALIGNED WITH YOUR VISION</b></p> <p>We work tirelessly to find you a non-invasive private equity buyer who respects you and your brand.</p>
---	--	---

**[Complete our intake form >](#)**

## EXPLANATORY PARAGRAPH: MENTAL MAP + SEO

At Pegasus Equity Advisors, we know you are the kind of eye care professional who wants to grow your practice while focusing on being a doctor, not a business owner. In order to do that, you'd like to find a private equity partner who can take the administrative tasks off of your plate and allow you to see more patients. The problem is, many eye care professionals do not know where to start and who to trust. And we understand how overwhelming it can be to embark on a private equity deal alone. You deserve a thoughtful partner who understands the ophthalmology and optometry industries intimately and will educate you on your options before any money is exchanged. That's why Pegasus Equity Advisors specializes in representing ophthalmologists and optometrists who wish to be acquired by a capital partner, aligning you with investors who respect your practice and vision. We have over 30 years of combined experience in the eye care and investment banking industries, setting us apart from other generalized advisors. Here's how it works: first, complete our intake form; second, if we're a good fit, we'll schedule an initial call to discuss your goals; and third, we find you a generous deal that is aligned with your vision and respects your brand. So complete our intake form today, so you can stop being uncertain about private equity and start growing your practice alongside a respectful partner.

**[Complete our intake form >](#)**

VIDEO (optional)

## Here's how we're different

PRODUCT/SERVICE OVERVIEW

### Our Services

<p style="text-align: center;">&lt;icon&gt;</p> <h4>Education + Advocacy</h4> <p>We strive to be <i>the</i> source of information for private equity acquisition for ophthalmologists and optometrists.</p>	<p style="text-align: center;">&lt;icon&gt;</p> <h4>Finding buyer</h4> <p>We identify private equity partnerships knowledgeable of your industry and who want to work with you.</p>	<p style="text-align: center;">&lt;icon&gt;</p> <h4>Deal negotiation</h4> <p>Have complete clarity and confidence around your contract. We act as a mediator to get you the best terms and lay everything out for you.</p>	<p style="text-align: center;">&lt;icon&gt;</p> <h4>Conflict Resolution</h4> <p>Should you need it, we offer mediary services in the case of conflicts or misunderstandings. We'll help your buyer understand your practice and move forward together.</p>
---	---	--	--

FINAL CTA

You have worked hard to build your practice and brand. The concept of selling what you have built to private equity can be daunting, complicated, and uncertain. But it doesn't have to be. Trust the experts. Trust Pegasus.

**[Complete our intake form >](#)**

FOOTER LINKS

[Services](#)

[About](#)

[Contact Us](#)

[Copyright](#)

[Privacy](#)